

**MOEBIO**  
Short Programs

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**Ignite·Health**  
**Barcelona**  
Lectures Track

**ONLY**  
**LECTURES**

**Dates:** From 7<sup>th</sup> September until 2<sup>nd</sup> November, 2021

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## **1. INTRODUCTION TO THE LIFE SCIENCES INDUSTRY**

Looking to the future, this pack of lectures provides an insightful overview of how the medtech and digital health industries are organized, their key stakeholders and the main trends, challenges and opportunities. Given by professionals from the sector, they also provide a historical evolution of the life sciences industry, an introduction to regulations and key reforms, and the resources available for keeping up to date. How these industries are like? Which are the key stakeholders? What are the main trends and opportunities? This pack of lectures provides answers to these questions.

- **Number of sessions:** 3
- **Starting date:** 07 September 2021
- **Whole Package Price:** 120 €
- **Buy one or more sessions:** 50 € per session
- **Platform:** Zoom; dial-in details will be sent before the lecture.

### **SESSIONS**

#### **1.1. The Future of Life Sciences - Trends and Patterns**

**Lecturer:** Montse Vendrell (Alta Life Sciences)

**Date:** 07 September 2021

**Time:** 17.30-19.30h

**Price:** 50 €

#### **1.2. The Medtech Industry**

**Lecturer:** Luis Soenksen (MIT)

**Date:** 09 September 2021

**Time:** 17.30-19.30h

**Price:** 50 €

#### **1.3. The Digital Health Industry**

**Lecturer:** Jordina Arcal (Kin)

**Date:** 14 September 2021

**Time:** 17.30-19.30h

**Price:** 50 €

## 2. UNDERSTANDING HEALTHCARE SYSTEMS

This pack of lectures provides an overview of healthcare systems in Spain, Europe and the USA. It offers a valuable outlook on how history has shaped the different healthcare systems in these regions, it covers the current main providers and their roles, it studies how they are funded and how the healthcare systems allocate resources, and finally discusses hospital organization. These sessions will allow you to become familiar with the main trends and challenges facing health systems today, as well as the current organizational responses to address them. Who are the main service providers? How are they funded? What are their main challenges and concerns? This pack of classes provides the answers to these questions.

- **Number of sessions:** 2
- **Starting date:** 21 September 2021
- **Whole Package Price:** 100 €
- **Buy one or more sessions:** 50 € per session.
- **Platform:** Zoom; dial-in details will be sent before the lecture.

### SESSIONS

#### 2.1. Healthcare Systems & Economics

**Lecturer:** José Ramón Repullo (Instituto Carlos III)

**Date:** 21 September 2021

**Time:** 17.30-19.30h

**Price:** 50 €

#### 2.2. Private Healthcare Insurances

**Lecturer:** Luis García (Grupo DKV)

**Date:** 27 September 2021

**Time:** 17.30-19.30h

**Price:** 50 €

### **3. SOCIAL INNOVATION AND GLOBAL HEALTH**

Looking to the future, this pack of lectures provides an introduction to the concepts, strategies and processes of social innovation and social entrepreneurship, and how it can help solve existing and future problems. Attendees will also get an overview to global health, those issues transcending boundaries and governments, with an overview of the trends and key challenges we will be facing in the upcoming years. Both these topics are of special relevance in the present pandemic situation.

- **Number of sessions:** 2
- **Starting date:** 30 September 2021
- **Whole Package Price:** 100 €
- **Buy one or more sessions:** 50 € per session.
- **Platform:** Zoom; dial-in details will be sent before the lecture.

#### **SESSIONS**

##### **3.1. Introduction to social innovation**

**Lecturer:** Jeaninne Horowitz (Barcelona School of Management)

**Date:** 30 September 2021

**Time:** 17.30-19.30h

**Price:** 50 €

##### **3.2. Health and disease in the developing world**

**Lecturer:** Rafael Vilasanjuan (ISGlobal)

**Date:** 05 October 2021

**Time:** 17.30-19.30h

**Price:** 50 €

## 4. PRODUCT DEVELOPMENT

This pack of lectures covers key aspects in the process of the conceptualization and creation of a new product. Students will learn how to design medical devices, as well as about the new materials used in the design. This pack will also give the participants an introduction to new tools in the field of digital health, such as the use of artificial intelligence in healthcare sector.

- **Number of sessions:** 3
- **Starting date:** 07 October 2021
- **Whole Package Price:** 120 €
- **Buy one or more sessions:** 50 € per session.
- **Platform:** Zoom; dial-in details will be sent before the lecture.

### SESSIONS

#### 4.1. Prototyping

**Lecturer:** Sofia Majan (Nacar Design)

**Date:** 07 October 2021

**Time:** 17.30-19.30h

**Price:** 50 €

#### 4.2. New Materials

**Lecturer:** Arnau Perdigó (Perdigó)

**Date:** 14 October 2021

**Time:** 17.30-19.30h

**Price:** 50 €

#### 4.3. Artificial Intelligence in Health

**Lecturer:** Àtia Cortés (BSC-CNS)

**Date:** 19 October 2021

**Time:** 17.30-19.30h

**Price:** 50 €

## 5. MARKET ACCESS

This pack of lectures provides knowledge about the main elements to consider and work with when introducing a new product into the market, including the definition of market access strategies and knowledge of the regulatory pathways, from both a European and a US perspective. This pack will also introduce the participants to the healthcare industry, its main agents and new trends.

- **Number of sessions:** 3
- **Starting date:** 21 October 2021
- **Whole Package Price:** 120 €
- **Buy one or more sessions:** 50 € per session.
- **Platform:** Zoom; dial-in details will be sent before the lecture

### SESSIONS

#### 5.1. Medical Technology Regulations

**Lecturer:** Luis Soenksen (MIT)

**Date:** 21 October 2021

**Time:** 17.30-19.30h

**Price:** 50 €

#### 5.2. Business Models in the Healthcare Industry

**Lecturer:** Magda Rosenmöller (IESE Business School)

**Date:** 26 October 2021

**Time:** 17.30-19.30h

**Price:** 50 €

#### 5.3. Reimbursement Basics

**Lecturer:** Belén Martí (Edwards Lifesciences)

**Date:** 28 October 2021

**Time:** 17.30-19.30h

**Price:** 50 €

## 6. ENTREPRENEUR SMALL TALKS

Series of talks in which three successful entrepreneurs of the BioRegion that will share their personal experiences with the audience. These individuals will explain the keys to starting up your own business; the successes, failures, issues and satisfactions of entrepreneurship.

- **Number of sessions:** 3
- **Starting date:** 16 September 2021
- **Whole Package Price:** 0 €
- **Buy one or more sessions:** free sessions
- **Platform:** Zoom; dial-in details will be sent before the lecture

### SESSIONS

#### 6.1. **Talk #1: Medical Devices - MJN Neuroserveis**

**Entrepreneur:** David Blázquez, co-founder and CEO

**Date:** 16 September 2021

**Time:** 17.30-18.30h

**Price:** 0 €

#### 6.2. **Talk #2: Social Entrepreneurship – Mangrana Ventures**

**Entrepreneur:** Laura Sampietro, co-founder and CSO/CIO

**Date:** 28 September 2021

**Time:** 17.30-18.30h

**Price:** 0 €

#### 6.3. **Talk #3: Digital Health – Methinks AI**

**Entrepreneur:** Pau Rodríguez, CEO

**Date:** 02 November 2021

**Time:** 17.30-18.30h

**Price:** 0 €



## PROMOTIONS

### **Students:**

We offer a 50% discount (for any category, but not accumulative) to students who are in their final academic year at university, or who are studying a Masters degree related to the following fields: business, engineering, life sciences or design. If interested, please send an e-mail to [aalbacete@biocat.cat](mailto:aalbacete@biocat.cat), with the subject "Short Programs Discount", providing your details and attaching a copy of your university registration. Promotions are limited and will be assigned on a first-come, first-served basis.

## CANCELLATION POLICY

To withdraw from a session you must send an e-mail to: [aalbacete@biocat.cat](mailto:aalbacete@biocat.cat). If cancellation is received more than one week (7 working days) before the date of the Short Program session, you will be reimbursed for 100% of the registration fee. If cancellation is received during the week prior to the date of the lesson, you will be reimbursed for 50% of the registration fee. If no notice is given, participants will not be reimbursed even if they do not attend the session.